

SALT LAKE COUNTY

Salt Lake County transfers 66% of its TRT revenue to the S.L. Convention and Visitor's Bureau (SLCVB). The SLCVB has in addition, a number of other private revenue sources.

EXPENDITURES	1995	1996	1997	Explanation
Administrative	\$2,127,309	\$2,326,625	\$2,242,420	Salaries and wages
Miscellaneous	\$339,657	\$423,354	\$544,702	Office supplies, building and occupancy
Total Promotional:	\$1,762,637	\$2,390,174	\$2,542,137	
Advertising	\$1,603,525	\$2,107,410	\$2,167,275	Advertising, printing and development
Brochures				
Contributions				
Fam Tours				
General Promotional	\$159,112	\$282,764	\$374,862	Educational and professional fees, auto lease
Shows				
Signs				
Travel Region				
Brick and Mortar (Operation):	\$1,182,723	\$1,740,757	\$967,630	
Construction Expense	\$1,182,723	\$1,740,757	\$967,630	Salt Palace Capital and other expenses
Visitor Center Operation				
Transfers Out	\$1,377,789	\$1,000,000	\$1,000,000	TRT paid for the Salt Palace bond
Total Expenditures	\$6,790,115	\$7,880,910	\$7,296,889	
REVENUES				
Tax Commission TRT Report*	\$6,522,733	\$7,490,871	\$8,199,225	
County TRT Report*	\$5,516,821	\$6,820,159	\$6,887,491	Revenue from TRT reported in County CAFR
SL County Private Sector	\$697,235	\$1,129,352	\$1,495,213	
Convention fees	\$69,772	\$183,367	\$325,079	
Interest income	\$249,462	\$234,296	\$179,595	Interest from TRT reported in County CAFR
Other revenue			\$40,836	
Percent Adm./Misc./Promo/Transfers	82.58%	77.91%	86.74%	
Percent Brick and Mortar	17.42%	22.09%	13.26%	

* A reporting difference in Transient Room Tax between the Tax Commission and Counties can be attributed to both a 1.5 % charge by the Tax Commission and cyclical reporting issues.